

Tulsa Shattered Ice of Pessimism With Auto Show

BY HARVEY E. RHODES.

Local automobile dealers, members of the Tulsa Automobile Dealers' association, are firmly convinced there was never a more propitious time for holding a show than this year. This conviction has deepened since the local show was held last month, for there has been plenty of opportunity to observe its effects. They now realize keenly that there was something more to the show than a mere physical display of beautiful and powerful metal monsters, resplendent in the midst of brilliant lights and tasteful decorations, and objects of admiration and desire on the part of thousands of persons who visited the automobile show.

Tulsa was virtually the first city in the entire country to hold its automobile show this year. In other cities where annual shows are held at about the same time of year there appeared to be prevalent a spirit of delay, according to well founded reports received by local dealers. Dealers in those cities hesitated when the time came for them to make definite plans for their exhibitions. Some of them are still reluctant—others expect to hold their shows as soon as they can formulate plans. To the Tulsa show can be laid the decision of dealers in many cities to proceed with their preparations, for it is currently rumored that dealers in those cities were covertly watching the local show, confident it could be nothing but a fizzle.

Tulsa Sets the Pace.

However, their preconceived notions have been swept away. The Tulsa show was successful—surprisingly so. This opinion is unanimously held among local dealers. According to Sol Dan, active secretary of the automobile dealers' association, it was the most successful in its history, which covers a period of five years.

Actual cash sales made by dealers during the show totaled \$150,000. This amount does not take into consideration any sales that have been made since the show. During the 1920 show, when pocketbooks were filled to the brim and people were spending money lavishly, the total sales were approximately \$50,000, according to Dan's report.

That the automobile show was of tremendous importance in breaking the backbone of "buyers' strike" locally is a prevalent expression among Tulsa business men, both in and out of the automobile game. It is their opinion that the enterprise of automobile dealers in holding the show and their refusal to listen to the cry "hard times" was the most effective weapon that could have been used in convincing people in northeast Oklahoma that the present depression is to a great extent due to a state of mind. At the same time they do not attempt to deny that there is a financial readjustment in progress.

This opinion is substantiated by sales made during the show.

Buyers' Strike Broken.

"Those sales do not represent all the business obtained from the show," Dan explains. "Thousands of names of 'prospects' were obtained by dealers. Of course, many of these persons will not purchase cars, as has been proved by experience. But a great part of them will. I know personally many persons who attended the show merely out of curiosity. They wanted to buy, but they had reminded themselves frequently before hand that they must help contain the 'buyers' strike.' They decided they would wait a few months before purchasing a new car. But after they witnessed the show, and, what is more, the optimism shown by dealers, they changed their minds and either bought a car outright or gave their names as prospective purchasers. Some of them have bought since then."

"No one could attend the Tulsa show and continue crying 'hard times.' It was realized that if there was any reasonable cause for pessimism, it should have been on the part of dealers. I have made a careful investigation, and I have yet to find a dealer who has not made sales as a direct result of it. And their salesmen will be kept busy for the next several weeks with the prospective purchasers who made themselves known during the show."

"The dealers themselves are satisfied. They were a bit fearful when it came to formulate plans for this year's show. They had been handed a tremendous amount of 'hard times' talk, and, like many other normal human beings, they began to believe it. They hadn't enjoyed more business than they could handle during the last six months, so they were skeptical as to whether they should hold the show. But the spirit of optimism prevailed. I speak for every dealer when I say there are no regrets."

Auto Is a Necessity.

"When the people of Tulsa gave such a generous response during the show, the dealers were unanimous in rebelling over their decision to hold it. And the spectators were equally glad that dealers had reached this decision. It was only a natural result that everyone should emerge from the show feeling in better spirits and in a different state of mind than that in which they were when they entered it."

which they were when they entered it.

"It is apparent that the automobile is no longer regarded as a luxury. It is a necessity. The industry can never retrograde, because it has become too important a cog in the commercial and industrial life of the world. There was once a time when the automobile was looked upon only as a vehicle for gratifying one's desire for pleasure. While it furnishes the same pleasures today, it has also reached its deserved place in business life. "It was this knowledge that persuaded Tulsa dealers to hold their show in spite of adverse financial conditions. They have not been disappointed. With the experience they gained during the show, they would hold it again if the so-called depression were twice as acute as is reported to be, not entirely from a purely selfish standpoint but also for the good of their community."

John A. Spaulding, president of the local association, believes the show not only restored optimism when it was most needed, but that it also started a period of business activity, especially in the automobile business, that will continue indefinitely.

MURDER IS CHARGED

Negro's Wife in Jail After Victim Dies of Gunshot Wounds in Local Negro Hospital.

Lizzie Ray, negro, accused of murder in connection with the death of her husband, Westley Ray, shot at an early hour Friday morning at the Ray home in the northeast part of the city, entered a plea of not guilty at her arraignment Friday afternoon before Justice H. J. Gray and was committed to jail without bond for preliminary hearing March 1.

After her arrest the woman was taken to the county jail, where she made a statement to the effect that she and her husband had quarreled and that to protect herself she fired a revolver at the husband when he attacked her with a knife.

DENY HABEAS CORPUS

Court Refused to Give Mother the Custody of Wayward Daughter.

Habeas corpus proceedings whereby Alice Myers sought custody and control of her 15-year-old daughter, Callie Myers, was denied by Judge A. C. Brewster at the conclusion of the hearing in district court Saturday morning.

The mother claimed the girl was unlawfully held prisoner in the Frances E. Willard home in this city as a delinquent. The court, however, after hearing testimony, decided that the girl should remain under the control of the home.

Silent Is the Word.

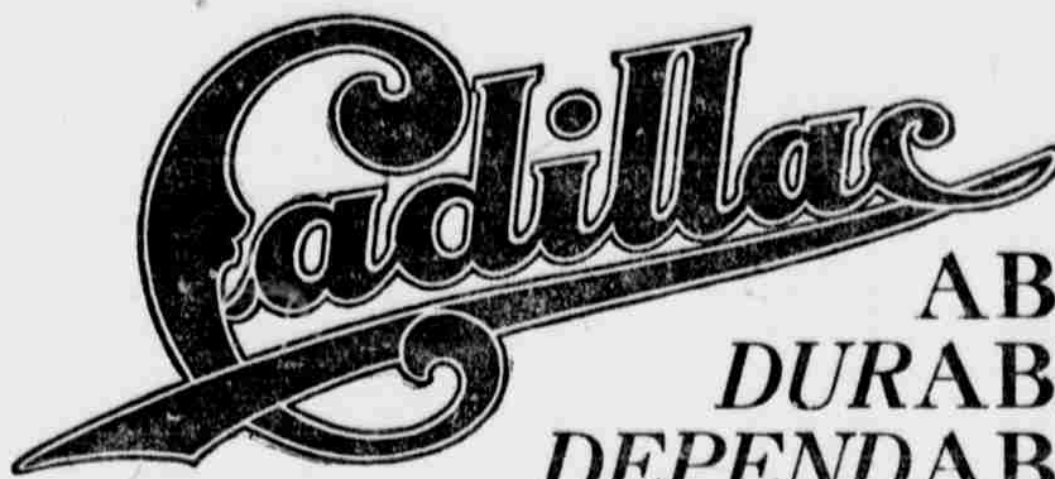
Rever—Poor Brown! He's gone over to the silent majority. Rever—Why?—when did he— is he dead? "No, married."

To Beautify Complexion

All You Need Is Stuart's Calcium Wafers to Clear the Skin of Pimples, Rash, Blackheads and Such Local Skin Eruptions.



The calcium sulfide in Stuart's Calcium Wafers is nature's contribution to skin health. It is the substance that seeks the skin, assists in its activity to prevent stagnant pores, to stimulate circulation and divert impurities from facial lodgment in the skin texture. It sweeps its way through the bowels, removing wastes that otherwise may be absorbed into the circulation and thus try to escape through the skin. Use these wafers regularly for a few days and notice how the skin clears, how pimples, blackheads and such kinds of skin eruptions are removed. They simply cannot remain. Proper food and Stuart's Calcium Wafers will surely take the place of all your creams and lotions and you won't need your powder puff. Get a 60-cent box of Stuart's Calcium Wafers today at any drug store and join the ever-growing throng of American complexion beauties—ADVT.



**ABILITY
DURABILITY
DEPENDABILITY**

And the Greatest of These Is Dependability

Time was when automobiles were bought on a demonstration. The struggle among manufacturers then was to achieve performance. And Cadillacs were popular then.

Later, people began thinking in terms of continued performance, looking to the months and years beyond demonstration day to qualities of endurance, to durability. And then Cadillac popularity increased.

Today the buying emphasis rests on dependability. On performance, plus endurance, plus all-round dependability. And, as in the past, Cadillac stands ready to supply in fullest measure precisely what people demand of their cars.

For years more people have chosen Cadillacs than ALL other makes added together (a score of them) at its price and above. And the percentage of Cadillac's majority over the whole field is growing. We here in Tulsa delivered more new Cadillacs in the last half of 1920 than we did in that wild first half!

"Dependability" is a big word. It means much—it means a motor car must do what you want it to do, whenever you want it done, without balking or faltering or annoying you, over a long period of years. It is this quality of dependability in Cadillac, more than any other, which has won for Cadillac

its high position over the entire field of other makes.

The world war demanded dependability. Human lives by the hundreds of thousands hung on the dependability of motor cars. Cadillac, after most terrific tests of many makes, was selected as the (only) official seven-passenger car of the American army.

Cadillac's war record expanded its good American reputation over the whole world. Recently "The Motor," the national automobile magazine of Great Britain, said editorially: "No car is perfect, and none ever will be; but the type 59 Cadillac approaches that ideal as closely as any other car on the market, regardless of price or size." (And this includes British cars selling up to three and four times the Cadillac price.) The same magazine quotes an eminent English automobile engineer as follows: "The workmanship on a Cadillac is simply perfect. There is no other word for it. It is far and away superior to anything I have ever seen elsewhere. The infinite pains taken over the infinitely small jobs is most impressive."

But dependability reaches further than the car itself. The manufacturers must be dependable and also the automobile merchant, in the broadest sense. Financial dependability is essential—and Cadillac is a product of the largest industrial corporation in the world—but factory

dependability must go beyond finances. Factory policies must protect owners of the car.

Cadillac's sound policy of keeping entirely away from freak models, and frequent great changes, or radical body lines, has saved millions of dollars to Cadillac owners. A Cadillac owner can depend upon it that Cadillac will do nothing which will subtract from the advantages and satisfaction of Cadillac ownership.

The merchant who sells a car and maintains a service station for that car stands as a vital factor in its all-round dependability.

As an assurance to present and future Cadillac owners, we deem it not inappropriate to emphasize the fact that the Greenlease-Moore Cadillac Company is a part of the Greenlease organization, which is the oldest distributor in the west handling one car exclusively and continuously. This company has builded entirely upon Cadillac satisfaction, and its sole purpose for the future is to maintain and extend this Cadillac satisfaction. The stability of local representation affects not alone the service you receive from a car, but it also affects the resale of that car when the day comes, whether in one year or five, that you wish to replace it with a new one.

To the purchaser who thinks the car question through logically in all its various angles—performance, ease of handling, comfort and safety of passengers, riding qualities, sturdy construction looking to durability, the car's established reputation, resale value, the factory's soundness and steadfast policies, the local merchant's stability—all these considerations together—the Cadillac presents a stronger appeal today than ever before.

GREENLEASE-MOORE CADILLAC CO.

Twelfth and Main

Phone Osage 368

FOR
AUTOMOBILES

FOR
AUTO TRUCKS

Announcement to the Auto Trade

The Miles Piston Ring Sales company of Oklahoma City have opened a branch salesroom located at 721 South Main street, where they will carry a complete stock of Miles Triple Seal Piston Rings.

Phone Osage 7607.

FOR
MOTORCYCLES

FOR
TRACTORS